

Organ Plays at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Unsettled

A Good Beginning for the Coming Week at Wanamaker's

It Is Very Common to Hear Men Finding Fault

with their business occupations, and families there are in every city whose men, having retired from trade and mechanical vocations, speak despisngly of honest business now conducted by the younger men growing up to take the places of their fathers.

From the beginning we have always been proud

of our business and have endeavored to put our strength—body and soul—in all we undertake to do.

It has always seemed to be a rule for one merchant to try to run down the goods of and undersell the other, but our idea and undertaking has always been not to undervalue what others did, and not so much to undersell, as to excel in every particular in qualities and worthiness as far as possible.

Setters of type and printers for more than a hundred years have proudly referred to the stamp Benjamin Franklin left upon his life calling. Read the inscription he caused to be put on his tomb at Fifth and Arch Streets: "Benjamin Franklin, Printer."

It depends upon the man to make his business honorable. It does not often come ready-made.

[Signed]

John Wanamaker

June 11, 1921.

Women's Distinguished Gowns at Lowered Prices

We have just stamped \$50, \$75, \$85 and \$100 on the price tags of a hundred and fifty of our prettiest novelties—which means a saving of \$20 to \$50 on any dress you choose.

There are hardly two of these gowns alike, except in their grace and look of quality. The Canton crepes, crepes de chine, and taffetas are all rich and fine; a few Georgettes are among them.

Navy, tans, browns and grays predominate as to color, and there is black besides.

There are eyelet ornamented taffetas and fringes, clinging draperies, long bell sleeves, short sleeves, full skirts and straight chemise effects; there are tunics, and a little beading and embroidery, but not much, since the tendency is toward simplicity here as much as in the sheerer fabrics of the season.

Everybody's size is in the lot.

(First Floor, Central)

"Mimi" Is a Charming Frock for Young Women

Fashioned of firm, heavy crepe de chine in midnight blue, with sash, neck and sleeve finish of steel blue moire ribbon.

Its very good quality, its simplicity, and its charming youthfulness make it an ideal dress for young women—and quite as good for older women who can wear youthful lines and sizes.

Its price is but \$25.

And it comes in 14 to 20 year sizes.

"Mimi" is only one of a host of delightful Wanamaker frocks for young women, for morning, afternoon, sports, street and evening wear. Their prices start with attractive cotton dresses at \$7.50.

(Second Floor, Chestnut)



Beautiful Wraps and Capes Are Now Greatly Reduced

This means some of the finest cloth wraps and capes hanging in our cases—fine silk-finished Bolivias, peach bloom, all-wool duvetyne and silk-and-wool duvetynes.

They are those of colored linens, you will find only one of each model and they represent the newest and loveliest fashions of the moment. A number are trimmed with such Summer furs as squirrel or natural caracul.

In the majority of instances, at least \$50 has been taken from the original price. The new markings are \$75 to \$250.

(First Floor, Central)

DAINTIEST OF HANDKERCHIEFS WITH HAND-DRAWN THREADS

It is hard to tell which is the prettiest—the ones all white except for the line of colored threads or a bit of colored embroidery or those of colored linen—pink, rose, green, tan, violet or blue, with contrasting colored threads and embroidery.

The white handkerchiefs are \$1 each, the others of colored linen, \$1.75 each.

(Main Floor, Central)

INEXPENSIVE WHITE GOODS

Striped white skirtings at 35c a yard.

Plain white gabardine, 50c and 65c a yard.

Pajama mull, 18c a yard.

Imported dotted Swiss, 75c a yard.

Plain voile, 38c a yard.

Flax and striped voile and flax, 38c a yard.

(First Floor, Chestnut)

These Good New Sports Shoes for Women Are Just In

"Sports" is a word used this year to indicate almost anything that isn't for formal dress.

Some of these new sports shoes have rubber soles, and are designed for actual play.

Others of them could as well be worn with any Summer dress that isn't actually formal.

These new featherweight pumps of white canvas, for instance, with tips and trimming of black patent leather or tan leather, and "baby" Louis heels that surely fit them for idling on the veranda. They are \$11.

A lower, broader heel—in black—distinguishes a smart white buck oxford with black patent leather wing tip and back. It is \$17.

An all-white buck oxford with wing tip and perforations also has the low, substantial heel. Priced \$15.

For genuine play are the white buckskin oxfords with corrugated rubber sole and wedge heel. Some have tan leather trimmings. They are \$16 and \$17.

(First Floor, Market)

Lace Tops for Camisoles

and nightgowns just received are very inexpensive indeed—85c to \$3.50 for imitation filet crochet, imitation Duchesse and imitation Carrickma-cross. All the tops are run with ribbon and have lace shoulder straps.

(Main Floor, Central)

When a Woman Wears the Right Hat

her very longest step of all has been taken toward correct dressing.

An unbecoming and inappropriate hat can eclipse the very smartest dress she can wear.

Whereas her truly right hat will bring up to its highest level every dress she puts on.

There are many lovely and distinctive hats in the Millinery Salons that will work this magic for any woman—bring out the best possibilities of herself and her gowns.

It will give us pleasure to help her select them. And she will find prices unusually modest at this season.

(Second Floor, Chestnut)

PLENTY OF GEORGETTE BLOUSES

After all there isn't anything much softer and more becoming than the blouse—more or less simple—of pink or white Georgette. We have quantities of these just now—very often with frills edged with real felt or hand-made lace in Irish patterns; one model has its front almost entirely of felt.

Prices are \$6.50 to \$25.

(Third Floor, Central)

The Fox Furs for Summer

Some boas are a little smaller than those intended for Winter wearing, but the kinds and colors are the same. At one end of the scale is a single animal skin of taupe-dyed fox for \$30, and at the other a splendid natural silver fox for \$450. In between there are brown-dyed foxes, cross foxes, pointed foxes; dyed blue, platinum gray and gunmetal foxes; all guaranteed furs.

(Second Floor, Chestnut)

AMERICAN LADY CORSETS

All of these corsets are stiffened with a particularly strong and durable bone.

A cool light-weight corset of figured pink batiste is topless and has elastic finish, \$4.

Two models of pink broche, one light, one heavy, both with long skirt, \$5.

Topless for tall figures. This has long skirt, eyelets and lacing in front, elastic section at top, \$5.

Pink broche heavily boned with elastic insert in the long skirt, \$10.

(Third Floor, Chestnut)

BELATED WHITE SALE UNDERMUSLINS

Hundreds of pieces which will be even more welcome than if they had come at the proper time.

Corset covers with lace, \$1 and \$1.50.

Batiste bloomers, flesh and white, \$1.20 and \$1.75.

White bloomers, lace-trimmed, \$1.85.

Drawers with lace, \$1.25 to \$1.75; with embroidery, \$1.65.

Straight chemises of fine pink crepe, \$1.50. White crepe, embroidered in color, \$1.65.

Low-cut nightgowns, with embroidery, \$1.65.

Two other kinds of nightgowns with imitation torchon, \$1.65. Of pink and blue batiste, \$1.85.

(Third Floor, Central)



Glove Sale Monday

5000 Pair Women's Long Silk Gloves for Less Than Half Price \$1.35 a Pair

Without exception, this is the best value in silk gloves that we have offered this year, and we know of none elsewhere that equals it.

These are full twelve-button-length gloves, just what women are using with the new short-sleeve dresses; they are an exceptionally good quality of silk and all are double tipped.

Moreover, there is a complete assortment of sizes and all the best shades—black, white, pongee, beaver, tan, brown and navy.

Until now the same gloves in our own stock have been selling for a trifle more than double this price.

(East and West Aisles)

"THE NEXT WAR" BY WILL IRWIN

is first of all an appeal to common sense. It is a clear, straightforward, exact warning of the gulf of destruction into which entire races will be poured, unless America definitely sets her face against the next war. And everybody should read it.

Price, \$1.50.

(Main Floor, Thirtieth)

CHILDREN'S COATS ARE NOW \$10 TO \$45

This is from a fourth to nearly a half less.

The sizes are 6 to 14 years.

And the materials are soft coatings and velours, in various styles, and mostly in light colorings.

An opportunity for the mother of any little girl who yet needs a coat.

(Second Floor, Chestnut)

2500 YARDS PLAIN COLORED VOILE SPECIAL AT 35c A YARD

And it is the soft, fine chiffon quality that is so much in demand for Summer dresses. It is very wide, 44 inches, and a quite remarkable value at 35c a yard.

In lovely shades of maize, Nile green, navy, gray, Copenhagen and light blue, tea rose, heliotrope, pink and white.

(West Aisle)

WHITE FLANNEL SKIRTS SPECIALS AT \$11.75

There is just one trouble with white flannel skirts this Spring and that is that there have been scarcely enough for all the women who want them.

These "specials" are two of the prettiest styles we have had. Both are plain front, gathered back, sports models and, in one case, the pockets run crossways with pinch tucks and tiny buttons, in the other they are slashed up and down with buttons. The flannel is an unusually nice quality.

(First Floor, Central)

BOYS' ATHLETIC UNION SUITS "SECONDS" AT 60c AND 65c

Light-weight white gauze cotton makes these suits, which are sleeveless and trunk length with elastic web at the waist.

These are mill-run garments which are marked "seconds" because of stains and discoloration and will wear as well as first-grade goods.

Sizes 2 to 12 years, 60c; 14 to 16 year sizes, 65c.

(First Floor, Market)

Men's Handsome Kit Bags Extraordinary for \$18.50

This is one of the most remarkable propositions the Luggage Store has had in years.

A great, big, roomy kit bag of heavy russet cowhide with soft sides and boxed ends. This leather is Government stock, which means it will last a lifetime and the bags are lined with good fabric.

There are no straps round these bags, but in every other respect they resemble the expensive British goods and only a short time ago were considerably more than double this price.

18, 20 and 22 inch sizes and no man will find a better vacation bag anywhere.

(Main Floor, Chestnut)

Lovely New Linens of Particular Merit

Two new lots of Madeira hand-embroidered pieces—comprising lunch sets and tea napkins of much daintiness and one lot of good substantial Irish dinner napkins.

Real Madeira luncheon sets of 13 pieces, pure linen, all daintily hand-embroidered and hand scalloped, \$7.50 a set.

Real Madeira tea napkins of pure linen, beautifully hand embroidered, \$9.75 a dozen.

Heavy full-bleached Irish linen napkins, 22x22 inches, \$7.75 a dozen.

But anybody looking for less expensive gifts will look a good while for anything better than our own heavy Turkish towels, of soft, absorbent cotton, excellently woven specially for this store to sell at exceptional prices, 50c and 75c each.

(First Floor, Chestnut)

3000 Yards of English Cretonnes Drop to 75c a Yard

English cretonnes are the prettiest made. More than any other nation the English dress their homes in cretonnes and chintzes. They know what is most pleasing in the way of colors and designs.

These we shall place on sale Monday for 75c a yard, sold earlier for from 50c to \$1 a yard more.

They offer a wide variety of patterns and color choice, and come in time to beautify Summer homes.

75c a yard, while they last.

(Fifth Floor, Market)

Clean Cool Summer Rugs for Indoor Use

The following are the types of floor coverings many people want for rooms and halls of Summer cottages. There is a good variety of colorful designs.

Fiber Rugs

9x12 feet, \$15.75 and \$18.

8.3x10.6 feet, \$15.

7.6x10.6 feet, \$16.

6x9 feet, \$10 and \$11.50.

(Seventh Floor, Chestnut)

Wool Fiber Rugs

12x15 feet, \$39.50.

9x15 feet, \$28.

9x12 feet, \$11 and \$22.50.

8.2x10.6 feet, \$10.50 and \$21.50.

6x9 feet, \$6.75 and \$15.50.

(Seventh Floor, Chestnut)

A PRETTY MANICURE SET WHEN SHE GRADUATES

One of imitation ivory, for example, which seems to be the favorite gift at the present time.

These sets contain anywhere from five to fourteen pieces and are in silk or satin lined leather cases from \$1.75 to \$13.50.

(Main Floor, Chestnut)

HAVE YOU SEEN THE "HOO HOO BIRD?"

He has just alighted in the Stationery Store carrying in his bill a tiny blank card.

Perhaps you have already guessed that he is intended for a place card and that he is a brand-new specimen in the bird world. He costs 20c.

(Main Floor, Chestnut)

Enameled and Decorated Furniture for Delightful Summer Bedrooms

Doubtless you have your own ideal of a Summer bedroom. Very likely the furniture you would choose for it is here among these enameled and decorated suits so charmingly odd and distinctive in design and color. Color means so much in Summer furnishing, the color that brightens tired eyes and whispers something into one's ear about gay flowers bobbing their heads in breezes from the hills.

It is a joy to fix up a Summer bedroom after one's own heart, to pick out the furniture for a Summer bedroom, a bedroom that will catch something of the freedom and wild glory of the season. Here surely is the place to begin, here among these novel bedroom suits in their many curious and happy color combinations such as ivory and white, buff and green decorated, orange enamel decorated, straw and blue decorated, yellow enamel decorated, jet black enamel decorated, and many other enameled suits decorated in such shades as gray, blue, buff (with variously colored stripes), white with delft blue, and so on.

Prices from \$231 upward.

(Sixth Floor, Chestnut and Central)

English Porcelain Sets \$35—A Remarkable Group in the China and Glass Sale

Take your choice of any one of five good patterns, a plain blue print, Persian border, and a rose border. The price generally asked for sets of the same grade today is one-third higher. They are sets of 106 pieces.

These are but one group in a china and glass disposal of a very helpful kind, involving a large selection of French, English and American dinner sets at reductions of 20 to 35 1-3 per cent.

Cut glass—the real pure crystal in finely executed cuttings—

(Fourth Floor, Chestnut)

a splendid assortment comprising every desirable piece for giving or personal use, all at 20 to 33 1-3 per cent less than our own regular prices.

Czecho-Slovakian decorated glass, a very interesting collection mostly at half price.

Light-cut glassware—a collection comprising all the much needed sets and pieces for Summer use, in cuttings done in our shops, very attractive in style and obtainable nowhere else, all at substantial savings.

(Fourth Floor, Chestnut)

A HALL CLOCK FOR THE BRIDE

There is something about it intimately connected with a home and family memories. And nobody will deny the important part that a hall clock plays in a household.

Some people have expressed surprise at the number of hall clocks they find here and the variety. We do know that you will not find anything like this collection elsewhere. The cases are all mahogany and the movements the finest American ones made.

With hour and half-hour strike, \$230 to \$375.

With Westminster chimes, \$375 to \$620.

With Westminster, Canterbury and Whittington chimes, \$570 to \$715.

With Westminster, Oxford and Whittington chimes, \$690 to \$1065.

(Jewelry Store, Chestnut and Thirtieth)

AN AMERICAN FLAG CANNOT BE TOO GOOD

Patriotic people who believe in showing their colors will find in the Wanamaker Toy Store a fine collection of American flags made of the best materials.

U. S. Wool Bunting Flags

2 x 3 ft. \$1.75 5 x 8 ft. \$4.00

2 x 5 ft. \$2.25 6 x 10 ft. \$5.00

4 x 6 ft. \$3.75 8 x 12 ft. \$8.25

Up to 12 x 24 ft. \$18.50

U. S. Cotton Bulldog Bunting

2 x 3 ft. \$1.40 5 x 8 ft. \$4.25

2 x 5 ft. \$2.25 6 x 10 ft. \$5.00

4 x 6 ft. \$3.75 8 x 12 ft. \$8.25

Up to 12 x 24 ft. \$18.50

U. S. Silk Flags

2x3 inches, 5c, to regulation size, 4 1-3x5 1-2 feet, \$73.

Soft cotton flags mounted on spear-head staff, 5c, 10c, 15c, 35c and 60c.

(Seventh Floor, Market)



The Ampico

the Gift Marvelous

She is going to be married. And she is very dear to you. If the wedding-gift has not been decided upon, don't hesitate or ponder any longer; come in here and listen to the AMPICO.

If she loves music she will welcome an AMPICO above any other gift that you bestow upon her; for the AMPICO—a great and wonderful possession in any household—represents

An Inexhaustible Drawing Account on the World's Wealth of Music!

It is not a player-piano. It is a reproducing piano which brings to your home not merely the playing of the world's greatest living artists—of GODOWSKY, LEVITZKI, ORNSTEIN, MOISEWITSCH, the great RACHMANINOFF, and a hundred others—but the personality in the performance in its finest shading.

The AMPICO reproduces with such absolute fidelity the playing of the master pianist who made the roll that accomplished musician who have listened to the alternate playing of both